

# Fence Industry

.....  ..... *TRADE NEWS* .....

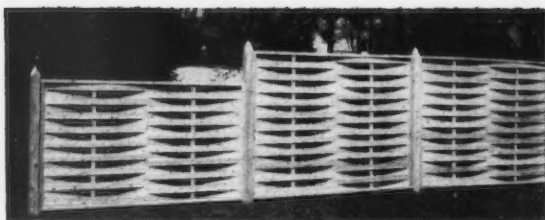
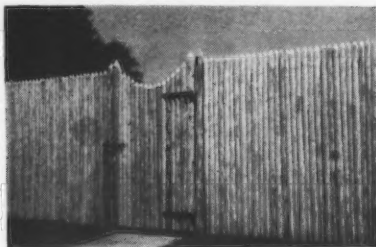
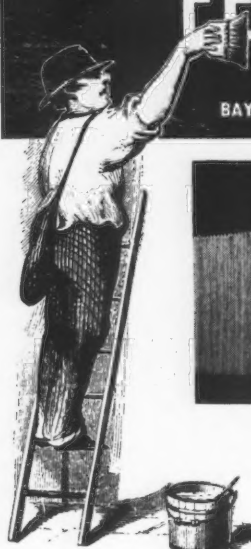
The Journal for All  
Fence Erectors and Suppliers

February 1961



# FARLEY FENCES

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BAY CITY 1, MICHIGAN



When you sell **FARLEY FENCES** — you sell **QUALITY!**  
This quality, which pleases your customers, is found throughout the complete selection of styles of Farley Fences. Farley prices also please — which means more sales and profits for you! The Farley Fence line includes both rustic and dimensional types in Michigan White Cedar. A limited number of dealerships are available to those who qualify. Write immediately for details.



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CHEAPER —  
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NO RIVETS  
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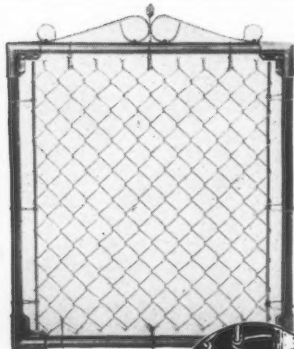
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IN HALF!**

Revolutionary New  
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GATE CORNER**

Under actual test labor saved has even exceeded 50%. Don't wait! Write now for a free sample to test in your own shop. You will be many dollars ahead for 1961 — act now.

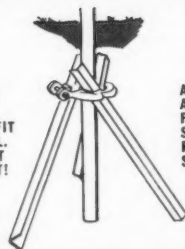
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4620 W. 54th St. — Tel. PO 7-9292 — Chicago 32, Ill.

The Journal of all Fencing and Erecting

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Chain link fencing and a remote control chain link gate protect the Kettering Plant of the Delco Products Division, General Motors Corp., Dayton, Ohio. A "Delco-Matic" unit controls the gate from a nearby office, which can be signalled with a push button—as the watchman is doing. Photo courtesy Delco Products Division.	
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ADVERTISING: Refer all advertising, send all cuts, copy and illustrated material attention Advertising Dept., Fence Industry, Room 1341, 127 N. Dearborn St., Chicago 2, Illinois.—Telephones: RAndolph 6-2119 or 6-2120.

EDITORIAL: Manuscripts, photos, drawings and other materials submitted for editorial consideration are sent at contributors own risk. Return postage should be included otherwise contributed material will not be returned.

CLOSING DATE for advertising for each issue is the first of the month preceding date of issue. DIRECTORY ISSUE: Published annually, closes October 15th, in circulation approx. December 15th.

SUBSCRIPTION RATES: United States, U.S. Possessions and Canada: Single Copy 60¢—One year \$5.00—Two years \$9.00 (Canada, add 50¢ to annual subscription for special handling.) Foreign: One year \$6.50—Payable in U.S. funds.

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Accepted as controlled circulation publication at Pontiac, Illinois . . . P. O. send Form 3579 to FENCE INDUSTRY, 127 N. Dearborn St., Chicago 2, Illinois.

## Seasonal or Annual?

The business picture for 1961 as expressed by the executives of firms reporting to our recent survey is in the main confident that 1961 will exceed 1960 in sales and dollar volume. Although most reporting temper their prognostications for 1961 with reasonable reservations that are tied-in to the over all economy, there is notwithstanding a general feeling of confidence.

We have not published all of the *Prognostications* which were received from every state in the union due to the time element and space limitations, however, 34 states and the District of Columbia are represented in this issue. Sectionally, these *Prognostications* are indicative of an attitude covering all of the United States.

Most of our respondents are agreed that their business volume will be maintained or increased only by added efforts. Through advertising promotions, increased personal sales contacts, off-season selling, higher quality materials and better service offers. This despite the fact that most agree competition will be fiercer.

It is also of interest to note that there is an upswing in an attitude that will not accept the fence business as seasonal. More firms are increasing their efforts to sell fencing during the off-seasons. They report good results. Off-season selling is primarily based, as reported, on price and better installations with specific guarantees. More attention can be given to installations during the slack season and the customer benefits. It's a selling point!

Is the fence business a seasonal industry in the United States? That all depends. In the sub-tropical climate of many of our Southern and Western states, it cannot be said to be seasonal—not by the weather standards at any rate. So much is obvious.

But, what is less obvious is that the Fence Industry as an industry exists the year around. A good volume of buying and selling is going on all the time, although at a lower level of activity than during the peak of Spring and Summer seasons. As more people in this field realize they can increase their volume by added efforts during off-seasons they will create more competition for the few who are aware of it and reaping the benefits.

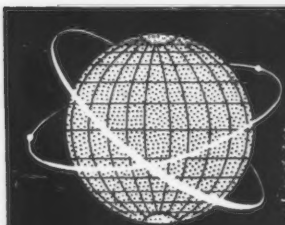
As an example that this is not fallacious thinking: a number of FENCE INDUSTRY advertisers who formerly were convinced that two or three ads inserted during the peak of the season would suffice, now find that it is profitable to carry their advertising in FENCE INDUSTRY on a twelve time basis without skipping a single issue.

The role performed by a trade magazine, in this instance FENCE INDUSTRY TRADE NEWS, is that it puts emphasis on the industry as an industry. This is not a case of the tail wagging the dog. After all, FI reports trade activities, to the trade, all the year around. And since the trade is active the year around, this magazine reflects that activity.

In order to give this industry nation-wide and international trade coverage and to keep it well informed on products, processes, methods and general news every month of the year, it must of necessity accept this field as a year-around industry. And unless this industry supports FI on this basis we cannot extend our efforts to a point of editorial excellence. We have been going at a walking pace when we should be running.

Our March issue will start us at a faster pace and we hope to keep at it. We intend to cover every important area in this field in the United States and Canada. With some reservations, the country is still bullish. We are a part of this attitude. We are rarin' to go. All we require is a most important and desired stimuli, a shot in the arm so-to-speak. A lessening of government regulations and taxation of business.





## BUSINESS TRENDS

# Bulletin

Fence outlook for 1961: Tempered Optimism. The belief by many fence firms that '61 will be better than last year is based on the following: the addition of new products; diversification of lines of products; location in a fast-growing population area; expanded and more aggressive sales efforts; more promotion and advertising to assist sales; reducing seasonal sales swings by aggressive selling; expanded plant capacity.

Lower profits and rough-tough competition, however, are mentioned repeatedly by fence firms all across the country as being the almost inescapable adjuncts to the fence business, at the present time. Dealers in several parts of the U. S. are concerned about "price wars"—which seem to involve low-cost materials and installation service as well as very low price quotations. When referring to the profit side of the fence business, the phrases bandied about with the greatest frequency are "sub-marginal profits," "reduced profits," "lower profits."

The optimism also includes a fond hope for mild weather in the month of March--in contrast to last year's blustery and wintry blasts. Judging by the numerous comments made about last year's "late start," it seems safe to say that March is the crucial month--if the weather is favorable, 1961 will have a good chance of ending up better than '60.

For the American economy as a whole, the present recession is deepening rather than receding (as of early January)--according to an economic report given to John F. Kennedy several weeks before he was sworn in as president. Here are the factors that bear close watching for the next several months:

Unemployment. It reached the near five million mark--six percent of the labor force--in December 1960. If unemployment rises more than seasonally during January and February, it could come close to the postwar high of 7-1/2 percent of the labor force.

Inventory liquidation: will it continue? The latest official government figures--November and December--showed inventories were still declining, but the end of this trend may be in sight. Other big questions: will spending outlays for construction pick up again after the sag in recent months? Will there be a return to increased spending for plant and equipment? Will consumers continue to save heavily rather than to spend? On this latter point, it must be remembered that payments on credit buying are officially listed in government figures as "savings."

Tax reductions and a more liberal policy on depreciation may possibly be forthcoming from the federal government. Tax reduction, if it comes, will be one means of "priming the pump." However, liberalized depreciation laws may well be written this year. The pressure from industry and business is great. To attain lower production costs--and thus compete in world trade--the American economy must have a constant flow of new machines and equipment. To encourage this, U. S. depreciation laws must be at least as liberal as those outside the U. S.

Steel production for 1960 in the U. S. was just under 100 million net tons of raw steel. Imported steel in 1960 was the equivalent of approximately five million tons. Total U. S. production was the sixth highest in history, and above the average of other postwar years, and only about 15 percent below the 1955 peak of 117 million tons.

Steel operating rates related to capacity will no longer be issued by the American Iron & Steel Institute, which says: "Percentages of capacity operated have become unrealistic as a measure of economic activity in the steel industry, due to changing production techniques, better steels, and new products. Recent technological developments that increase production from existing facilities have introduced new, yet to be defined, relationships between production and physical capacity of iron and steelmaking facilities."



## GIBRALTAR FENCE CO *Manufacturers and Distributors*

- ★ CHAIN LINK FABRIC, Steel — Aluminum.
- ★ POST and TOP RAIL, Galvanized.
- ★ GATES, Standard — Custom.
- ★ TRI-SET, New Post Setting.
- ★ WOOD-LINK, Chain Link with Redwood Slats.

"FILOPLAST"—Manufacturer and Distributor of Plastic Coated Galvanized Chain Link Fabric and Wire. Choice of colors.

"PANELWEVE" Aluminum Slats In Colors.



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Stationary  
style for  
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**\$43.70**

Weight 180 lbs.

PATENT

Portable  
Model as  
Illustrated,  
Complete

**\$49.85**

Weight 205 lbs.

PENDING

### Features Not Found In Any Other Grill

Built just like a small, complete cooking range. Positive 6-way draft control gives faster, easier kindling, saves fuel, insures tenderer, juicier steaks, chops, barbecues. Cooks, bakes, warms—burns charcoal, wood or coal. Grill revolves to permit cooking to windward. Cast of heavy stove iron with steel pipe support, for lifetime service. Shipped fully assembled.

★ Write for Literature on All-American Picnic Grills, Heavy-Duty Picnic Tables, Park Benches and Chain Link Tennis Nets

## AMERICAN

PLAYGROUND DEVICE CO., ANDERSON, IND.

WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT

## FOR THOSE WHO WANT THE FINEST . . . .



STOCKADE

## Early American

## RUSTIC FENCE

*beautifies, protects and SELLS*

## A COMPLETE LINE OF DESIGN FOR EVERY PROSPECT . . . .



SPLIT PICKET

*Here's what you can offer when you sell EARLY AMERICAN RUSTIC FENCE:*

A touch of rustic beauty and practicality for homes both old and new.



SPLIT RAIL

Authentic, traditional design by skilled craftsmen.



ROUND RAIL

Precision matched sections for easier assembly.



CEDARWEAVE

Quality fashioned of durable, decay resistant Northern Michigan White Cedar.

Many years of maintenance-free service because it requires no paint, stain or upkeep.

Complete Merchandising Aids include floor displays, attractive literature and sales tools.

Rails and Sections are Steel Strapped and Pal-letized for ease and economy of handling and to insure safe arrival.

"The Best Rustic Fence Made"

Write today for details!



## EARLY AMERICAN FENCE CO.

SUPERIOR QUALITY • PROMPT SERVICE  
Escanaba 1, Michigan

# What's Ahead for the Year 1961?

## A roundup of Predictions By and About the Industry

Fence companies from every part of the nation give their own comments on what lies ahead for the fence industry during the balance of 1961. The optimism is strongly tempered with warnings of increased competition.

*The manufacturers, distributors, and dealers of the fence industry took a hard look at 1961—and reacted with mixed feelings.*

*Their verbatim prognostications are published here in the belief that what they have to say will be of immense interest to everyone concerned with fencing. Here, then, is what the industry itself is saying about business conditions for this year:*

### ALABAMA

"We expect to make money in '61 due to changes made in our operation."

Jack Killough, owner  
Alabama Fence Co.

Adamsville.

"After this first year behind us—and a very successful one—the outlook for 1961 is good. The sky is the limit."

J. T. Cook, manager  
Allied Fence Co.

Montgomery.

"We anticipate a better year for ourselves, due largely to the relatively small size in which we are building. The industry as a whole, we feel, will do somewhat better than in '60, but no boom is in sight. We, of course, have our hopes but believe it will be '62 or '63 before there is a strong upturn."

Anonymous.

Birmingham.

### ARKANSAS

"We have considerable industrial expansion in this area now, and some large plants are opening about the middle of 1961, and we expect better business conditions this year. Fort Chaffee was closed during the latter part of 1959, resulting in a \$5 million payroll loss and lower 1960 volume."

James C. Glasscock, president  
United Fence Co., Inc.

Fort Smith.

### CALIFORNIA

"We feel our business will be about the same. With our type of construction and results, we think there will be a certain number of customers who want a nicer looking fence, and we always manage to get our share of these. We do 90 percent custom work—no tracts; some of the finest landscape architects in the area are our customers. 1961 should be a good year for fence builders."

Ray Story, owner  
Acme Fence & Lumber Co.

San Carlos.

"We have a feeling 1961 will be good—due to area growth and added items."

R. H. Page, owner  
Canoga Park Redwood

Canoga Park.

### CALIFORNIA—continued

"Generally speaking, the fence industry can expect conditions in 1961 to remain relatively unchanged compared to preceding years—and this is something less than promising. Yet, it is the consensus of the forecasters that '61 will see an upswing in the economy, and in particular the building industry. More home starts, more apartments, more industrial plants, more schools, and more highway construction than ever before adds up to a tremendous volume of fencing."

"However, the significant fact is that volume in itself plays a relatively small role in the business picture. Quite simply, the outlook for the fence industry can be depicted as an industry harassed with many factors and problems whose cumulative effects determine the continuation of sub-marginal profits."

"Yes, we are a caricature of low profits, and even this appraisal may be a generous criticism. This viewpoint suggests the realization of a profit, even though it is low. However, a staggering percentage of fence contractors operate year after year, not even making wages, if they were to include all the hours spent in their businesses. Let us all—manufacturers, distributors, and contractors—remember one thing: if one part of the industry is ailing, the whole picture is affected."

"Now, how are we going to improve our profits? The common problems of an industry cannot be solved individually. The obvious solution is the formation of industry associations. There exists a very definite correlation between the improvement of our individual businesses and the growth of our industry associations."

John K. Saylor, owner  
Los Altos Fence &  
Landscape Co.

Los Altos.

"We feel 1961 will show a substantial increase over 1960. New items added to our line will increase sales. 1960 was very erratic for us and monthly projected sales were extremely hard to predict. We feel 1961 will be more uniform and will revert to a more 'normal' tone."

Mahlon Kilgore, sales manager  
Arrowsmith Tool &  
Die Corp.

Los Angeles.

"1961 will be an excellent volume year, but it will be harder to get the volume we expect. We also estimate that profit margins will be more difficult to maintain. Our sales program is much stronger for 1961."

Anonymous.

Sausalito.

### COLORADO

"We expect our volume of sales to increase in 1961."

James Cross, manager  
American Fence Co., Inc.

Denver.

"1961 will be about the same—unless the trend toward socialism can be stopped."

Anonymous.

Longmont.

### DELAWARE

"The outlook for '61—excellent, much better than '60, which was not a good year."

John E. Dougherty  
Shields Lumber & Coal Co.

Greenville.

### DISTRICT OF COLUMBIA

"We expect a very good 1961 with the usual competition and price cutting. We will continue to operate in the same manner—not to be afraid to lose a job because some other firm will meet or beat our price."

Bob Long, vice president  
Long's Fence Co., Inc.

Washington.

### FLORIDA

"Outlook for 1961—not too bright."

K. E. Keene, president  
Florida Fence.

Largo.

"1961 should show a substantial increase in volume due to the increased popularity of wood—which we are primarily interested in."

T. C. Keator, president  
Fabricated Fences, Inc.

Ft. Lauderdale.

"Business not good for first six months of 1961—excessive competition. Ten years ago the population of Palm Beach County was about 115,000 and there were four dealers in the area. Today the population is 228,000 and there are 19 dealers. We lifted our gross in 1960 chiefly on commercial jobs, and we do not expect to continue doing that. The area has lost its Air Base—a \$25 million yearly payroll and 3,500 families. Prices are now lower than 10 years ago—everything else up. It is the most miserable situation I have seen in 35 years in the industry."

A. R. Sievers, owner  
Edwin Wilson & Co.

West Palm Beach.

"Business looks very good to us for 1961. We are expecting to double our sales over 1960."

Roy V. Runnels, manager  
Atlantic Fence Mfg.

Jacksonville.

MORE—Page 8

# RUSTIC WOOD FENCE

by **WOOD PRODUCTS**

Manufacturers - Wholesalers



Expert  
Timbermen  
33  
Years  
in Business

## Sell Our Nationally Known Fences

Large stocks in Toledo and at our Yards in the Virginias enable us to ship promptly from nearest point or we can serve your trucks.

2, 3, 4 and 5 rail.  
Hand split chestnut rails  
Chestnut or locust posts.



**WRITE for CATALOG**  
of complete lines

**WOOD PRODUCTS CO.** Toledo Ohio

## NEW PRODUCT... NEW FRANCHISE

Offer your customers smart new beauty, prestige & lifetime protection!



## WHITE PICKET FENCE of maintenance-free Aluminum

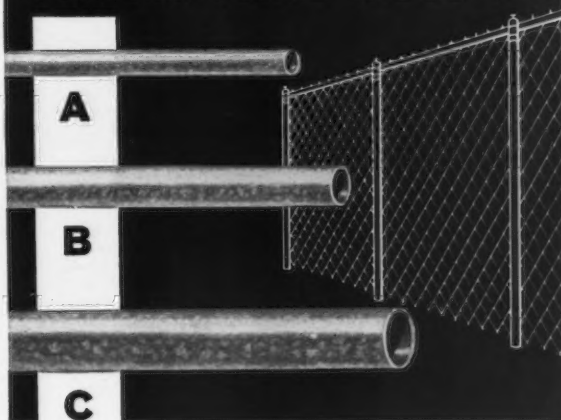
Dramatic fencing development, fully patent protected, opens new world of sales potential! Small investment—we carry full warehouse stocks for you! Easy installation; merchandising and sales aids; advertising support! Dealerships open to qualified firms! Write for full details!

**ALUMINUM FENCES, INC.**  
1101 W. Cross Street • Baltimore 30, Md.



from **WHEATLAND...**

## A COMPLETE LINE OF HOT-DIPPED GALVANIZED TUBULAR PRODUCTS FOR THE FENCE INDUSTRY



Improve the appearance of your chain link installations with these superior hot-dipped galvanized products:

- A** ELECTRIC WELDED STEEL TUBING
- B** STRUCTURAL GRADE FENCE PIPE
- C** STANDARD WEIGHT PIPE (Sch. 40)

May we quote on your steel tubular requirements?

### WHEATLAND TUBE COMPANY

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Mills: Wheatland, Pa. • Delair, N. J.

We purchase the following tubular products:

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PLEASE SEND US MORE PRODUCT INFORMATION...

PURCHASING MANAGER \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



## PREDICTIONS: 1961—from Page 6

What the fence industry itself  
says about '61 business outlook

### FLORIDA—continued

"We have every reason to believe, from the indications we have had from our various dealers and distributors, that 1961 will be a banner year for the fence business, especially the wood fence business. We are confident that the year 1961 will more than offset the mild downturn of business which we have all experienced during the last five months of 1960."

E. C. Trankle, general manager  
Cypress Fence Co., Inc. Polk City.

"We anticipate a small increase in 1961 sales volume. As competition becomes more brisk and costs continue to rise, a small increase in volume may not be enough to keep profits at their present level."

J. H. Kelby, president  
Mutual Fence Co., Inc. Lakeland.

### GEORGIA

"Outlook is good for 1961. The public is becoming chain link conscious."

H. S. Proudfoot, Jr., owner  
The Fence Co. Brunswick.

"Fencing in 1961 will be more competitive than ever before—as erectors and salesmen enter the field hoping to make a quick profit. But the fence companies who have built a reputation for putting up a good fence, and have given their customers a fair deal, will still sell more fence in 1961 than was sold in 1960. Price is going to be the major concern of the buying public rather than quality."

R. M. Knotts, owner  
Amco Fence Co. of Atlanta. Atlanta.

### ILLINOIS

"In 1961 business will be more difficult to obtain, but with planned effort volume can and will be obtained."

E. W. Frintner, Jr., senior partner  
E. W. Frintner, Jr. & Sons. LaGrange.

"January '61 to June '61—slow; June to November—average."

W. R. Guillory, manager  
Valley Metal Products. Marseilles.

"Outlook for 1961—better for aggressive corporations. Heavy emphasis on passing jobs that are going for too low a selling price. Price competition expected to be very keen."

Schmidt Iron Works. Chicago.

"The outlook for 1961 depends on the farm prices received for grain, livestock, poultry products, as our sales are mostly to the farm trade. The woven wire volume has dropped considerably in this area—more and more temporary and permanent electric fences are constructed."

Paul E. Whiteman, manager  
Donovan Lumber Co. Donovan.

### INDIANA

"The business is here for those who go after it."

Robert F. Gootee, owner  
Capitol City Fence Co. Indianapolis.

### INDIANA—continued

"We feel that there will be a slight reduction in overall national fence sales. However, we feel that through a more intensive advertising program and a more aggressive sales approach, we will be able to show an increase in 1961 over '60."

Russell M. Melin, manager  
Schuell Supply, Inc. South Bend.

"We predict 1961 will be about like 1960."

W. E. Boyer, owner  
Hoosier Fence Co., Inc. Indianapolis.

### IOWA

"Retail prices in this area have to be stabilized at a decent return or no fence company will be able to make a good enough profit to remain in business. Prices have gone down and down, way below value for quality fencing. One competitor is lowering quality considerably in order to meet the competition. We have not done this and hope we won't have to. If realistic prices are obtained for good quality material, we should be able to make a fair return in the future."

Anonymous. Des Moines.

### KANSAS

"To us 1961 looks good."

Anonymous. Wichita.

### KENTUCKY

"Competition in 1961—tougher; quality of competition—poorer; imported materials—cheaper and inferior."

Anonymous. Lexington.

### LOUISIANA

"We look for a banner year in 1961 and expect at least a 10 percent increase over 1960."

E. F. Flettrich, owner  
E. F. Flettrich Co. New Orleans.

"For 1961, we would say: A slow start and a fast ending."

Clifford Harris, owner  
Hercules Fence Co. Lake Charles.

### MAINE

"Low quotations on highway guard rail have brought the general level of prices to a six year low in this area (Maine, New Hampshire, Vermont)."

Anonymous.

### MARYLAND

"The first six months of 1961—fair; the last six months—very good."

Robert E. Vogle, treasurer  
The Aluminum Fences, Inc. Baltimore.

"If we have a mild spring our business should pick up about 15 to 20 percent. We are in a new location and because of this we will use more salesmen in the field."

Earl M. Harnest, secretary  
Kaiser Fence Co., Inc. Bladensburg.

"1960 was hurt badly by March weather. 1961 should be a better year."

Anonymous. Baltimore.

### MARYLAND—continued

"Our opinion for 1961 is that the fence business will be more competitive than at any time in history. 1961 will separate the men from the boys. The companies with a solid financial background and a history of ethical and honest practices and dealings will survive. The fly-by-nights, in the fence business for a fast buck, and not one bit interested in the quality of material or workmanship furnished the customer, will soon be caught onto by the public, and their so-called completed work will be pointed to by their competition as a big selling point favoring the established companies. Much of the foreign import material fails in six months to two years. In our city, rust lines the alleys on relatively new fences. The Better Business Bureau is being flooded with complaints. The 1960 classified phone directory listed seven less fence companies than appeared in the 1958 directory. Until the fence industry stops heading in the direction of the storm window industry, it will be a mess for everyone."

Donald T. Fritz, president  
J. T. Fritz & Sons, Inc. Glen Burnie.

### MASSACHUSETTS

"We can only make a wild guess for this coming year. Sales should equal 1960 and we are planning accordingly. Our prices will increase moderately to cover increases in production cost, vehicle maintenance, and freight."

Loren H. Clark, president  
Clark Bros. Rustic Fences. Feeding Hills.

"For 1961 we expect a good continuing increase and a nice profit dollar. Good luck to those in the industry who are good businessmen and will join us in a nice profit this year."

Anonymous. South Yarmouth.

"We foresee increased volume, less gross profit, more competition in specialty fence lines."

Anonymous. Agawam.

### MICHIGAN

"If you work hard enough and scratch, combined with a lot of new ideas, you will have good business and a modest profit."

Roman J. Tafelski, owner  
Liberty Lumber Co. Dearborn.

"This business is highly competitive with dealers selling below cost on some occasions to eliminate inventory. We expect 1961 to be a dog-eat-dog situation with about half of the dealers surviving."

Ray J. Goetling, owner  
Landmark Fence Co. Kalamazoo.

"The price of a fence today is the only article on the market that has gone down in price—while the cost of the same amount of materials used in building a fence has gone sky high."

Walter Collins, owner  
Moderne Fence Co. East Detroit.

### MINNESOTA

"We are sure that 1961 will be good for us."

Anonymous. Minneapolis.  
MORE—Page 10

# RED GIANT TIMBER



RED GIANT'S

PRE-FABRICATED

## brand new . . . DRIVE ONE NAIL

TO INSTALL EACH SECTION

**HEAVY GAUGE GALVANIZED CHANNELS  
INSURES RIGID PANELS**

The all-new, first really Pre-Fabricated Basketweave Fence in the industry. Drive just one nail into the cap . . . with all nailing and assembling done for you by RED GIANT, field erection is cut in half, causing less labor and assuring greater profits. Panels will rack 10" per 8' section. Insure customer satisfaction with special evenly stained panels. REMEMBER! "When you buy Red Giant YOU BUY QUALITY!"

**A Complete line of  
Redwood Fences available!**

**RED  
GIANT  
TIMBER**

4233 Penn.  
Kansas City 11,  
Missouri

BASKETWEAVE



**S  
M  
P**

## Southern Metal Products

P.O. Box 3246 New Orleans 17, La.

MFG. OF CHAIN LINK FENCE  
FITTINGS AND GATES

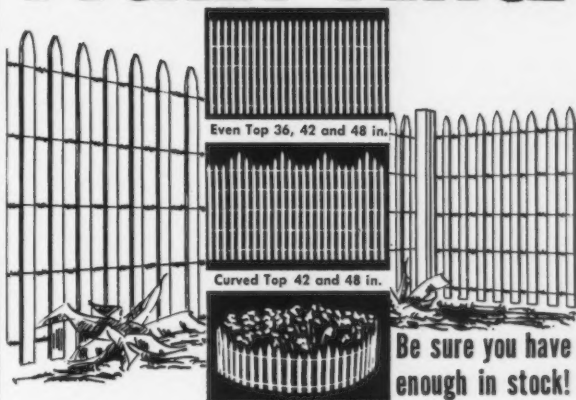
Call Collect . . . WHitehall 9-4424  
Buy 200 lbs. — Get Free Delivery

QUALITY PRODUCTS THROUGH  
PROGRESSIVE ENGINEERING



Bill Ding

## NEBCO Woven White PICKET FENCE



**Be sure you have  
enough in stock!**

Picket Border Fence, Curved Top.

NEBCO offers you a complete line of styles and heights, including even top, curved top and border fence. NEBCO construction builds repeat sales. All fences have full size, selected wood pickets  $\frac{1}{2}$ " x  $1\frac{1}{2}$ ", surfaced four sides, uniformly spaced and tightly woven between double cables of galvanized steel wire. Smooth, gothic, knife cut points. Finished with high quality, durable outside white paint. Paper wrapped.

Cape Cod Border Sections • White Picket Gates • Rough Red Garden Fence

**NEBRASKA BRIDGE SUPPLY & LUMBER COMPANY**

Main Office: Leavenworth at 40th, Omaha, Nebraska  
Chicago Heights, Illinois Fort Dodge, Iowa

## PREDICTIONS: 1961—from Page 8

What the fence industry itself  
says about '61 business outlook

### MISSISSIPPI

"We expect 1961 volume to be 10 to 20 percent lower than 1960. We expect the price level to be five to 10 percent lower than the past year. We can see no immediate relief from low prices in cut-throat competition."

R. M. Bullock, president  
Delta Fence Co., Inc.

Clinton.

### MISSOURI

"Our outlook for 1961 is excellent. Why? Two reasons. We are anticipating normal weather for March, in contrast with March a year ago. And reason number two: After working eight months, our shop has finally discovered a satisfactory method of pre-fabricating our standard heavy basketweave fence, eliminating any nailing in the field. This should increase our production at least a third more."

Boise Burge, Jr., president  
Red Giant Timber.

Kansas City.

"We expect 1961 to be better than '59 or '60-'59 was our best year. We expect the competition to be tougher, however, with customers demanding both price and quality."

James E. Ghio, sales manager  
Beltraco, Inc.

Kansas City.

"It looks like 1961 will be a high volume year, but with a lower profit percentage."

William R. Cordry, owner  
William R. Cordry Co.

Grandview.

"We expect at least a 25 percent increase in business in 1961."

J. L. Huett, president  
Chaney Fence Corp.

Florissant.

"It is our feeling that the fence business should experience a good year in '61. General economic conditions and adverse weather in the early spring of '60 definitely cost dealers lost sales and profits. After a recent trip through the Midwest, we find the dealers looking forward to '61. Many of them had a rough year. Price cutting seemed to be much more prevalent than in the past. Price wars will probably be a major factor on the retail level. Tubing is definitely moving into markets that have been using standard pipe. Extended localized strikes hit hard in several major cities."

Anonymous.

Kansas City.

### MONTANA

"We think 1961 will be better for us, since we plan to stock larger quantities, increase the sales staff, and improve our sales methods."

Theodore E. Kober, owner  
Grand Fence & Yard Supply.

Billings.

### NEW HAMPSHIRE

"We intend to specialize more in '61. We intend to link some of our efforts with another complimentary business in the wood (white cedar) line."

Leon E. Pearson, president  
Whiting Fence Co., Inc.

Manchester.

### NEW JERSEY

"We hope gross volume will increase in 1961. The competition is getting greater each season in our area. This is not bad, providing prices don't drop."

Morgan Storms, president  
Wanaque Fence Co.

Haskell.

"1961 is going to be a good year volume-wise but it is going to be much more competitive price-wise. The dealers who have a good reputation and deliver good material and installation at a fair competitive price are the ones who are going to do the volume business which will be required to have a good year profit-wise."

Herbert Langer, partner  
A. Langer Fence &  
Supply Co.

Clementon.

"If the trend continues the same as in '59-'60, we feel sure 1961 will bring 20 to 40 percent more business."

William R. Yetman, owner  
Yetman Fence Co.

Fords.

"1961 first quarter—very poor; second quarter—poor; third and fourth quarters—average."

James Rattan Arrington, manager  
Hopewell Fencing.

Hopewell.

"We have moved to a much larger warehouse—we expect to do much more in 1961."

Thomas Giuliano, partner  
Ace Fence & Supply Co.

Newark.

"We are hoping for a 25 percent increase in volume in 1961."

Robert Pelletin, farm supplies manager  
Farm Service Exchange.

Morristown.

### NEW MEXICO

"We would not venture a guess for 1961. Frankly, we do not expect any increase in sales."

Irwin Bauerkemper, owner  
ABC Fence Co.

Las Cruces.

"Our observations indicate that the small businessman has been the mainstay of our country, but that he is being forced or bought out of business by the large companies—though we must have big business too."

W. L. Walterscheid, owner  
Acme Fence Co.

Carlsbad.

### NEW YORK

"We look for an increase in sales in 1961 due to the start of a population boom here in Dutchess County—the radical change in population is supported by war babies starting to get married and better highways from New York City."

Lloyd J. Bartles, owner  
Lloyd J. Bartles-Fencing.

Rhinecliff.

"Outlook for 1961—good."  
Edward F. Gersitz, manager  
Gersitz Hardware.

Buffalo.

"Volume will hold up and probably increase in 1961. Profits will continue to be squeezed, and marginal operators will have to adjust to the times or face failure."

L. Storyk, general manager  
Fehr Bros. Manufactures, Inc.

New York.

### NEW YORK—continued

"A sales increase of 25 to 30 percent over 1960 seems a reasonable prognostication for 1961, with sales in the months of August, September, and October showing the greatest increase. This past fall, we featured a post and rail promotion which resulted in sales increases of 50 percent in September and 100 percent in October over comparable 1959 figures. It is our contention that the fence industry, like the automobile industry, can stabilize sales by reducing—to some extent—seasonal sales swings by undertaking aggressive sales promotion programs during traditional between-season periods. In this business you grow or die. It is our intention to grow."

Richard L. Bruce, vice president  
Dubois Fence & Garden  
Co., Inc.

New York.

"1961 should be a good year. While there is now, and will continue for several months, a definite recession, the fence man who gives his customers good material, good service, and personal interest at a profitable price will move ahead."

Anonymous.

New York.

"Being a small fence company, we expect a better year in 1961 mainly because we are setting up a new shop to manufacture our own gates, clothes poles, bumper rail, etc. This will put us in a better competitive position."

John Ranieri, owner  
United Fence Co.

Rochester.

"We have been in an extremely competitive area for years, which is advantageous to buyers but tough on sellers. The profit squeeze, with practically nothing going into reserve for emergencies, makes for a rugged month-to-month battle for existence. Austerity is not a new word with us. We have had it for years but keep going, hoping that next year may be our year."

Edward H. Dooling, president  
Anvil-Bell Fence Co., Inc.

Patchogue.

"Business in 1961 will be very competitive. We will endeavor to give customers proper jobs with better type material. Volume will be less than last year unless we meet competition. When the time comes that we cannot operate with a profit, which is not too far away, we will give the business back to the Indians."

M. Singer, owner  
Hudson Steel Co.

New Rochelle.

"We have budgeted on the basis of \$1,250,000 volume. Profits should equal 1960 percent of sales."

Herman Walz, secretary-treasurer  
Walz & Krenzer, Inc.

Rochester.

"We are very optimistic. We hope to increase sales substantially in 1961 with new items."

Robert A. Kopp, secretary-treasurer  
Utica Concrete  
Products Co.

New Hartford.

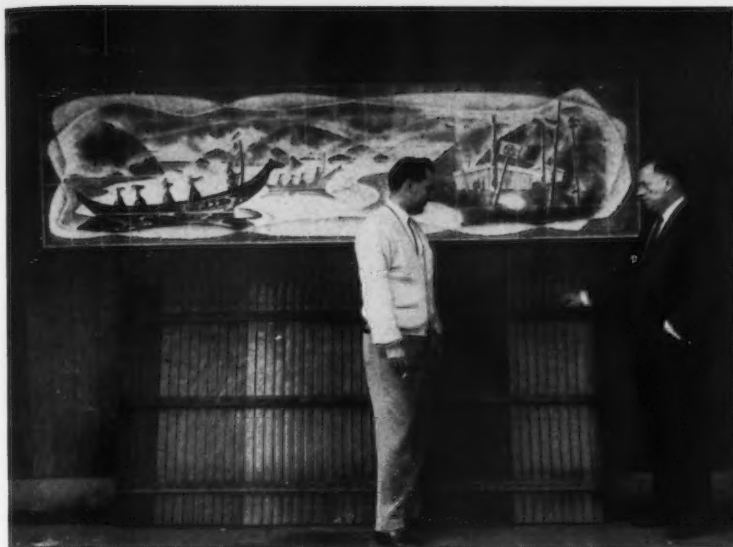
"With a new administration in government in 1961—business same, inflated dollar, less profit."

E. W. Boerckel, owner  
Ace Fence Co.

Franklin.

MORE—Page 20





Above, Hyak Lumber's president, V. L. (Roy) Johnson, right, shows 10-foot section of Hyak-assembled fence to prospective customer. Behind them is one of the original ceramic murals of Northwest



Indian scenes which many people come to Hyak's to see. In photo at right, building materials manager Bud Rohr uses series of display boards for showing customer sample styles of fencing.

## Wood Fence Promotion Boosts Sales

Hyak Lumber Co. sells wood fence knocked down or assembled, offers special service to do-it-yourselfers, increases sales 100 percent.

Not only a big share, but a very profitable share, of the summer business of the Hyak Lumber Co., Olympia, Wash., is now attributable to wood fence sales. This is because (1) a program for the do-it-yourselfer in the fence field was launched in 1958; and (2) fencing is a much better profit item than lumber, according to the firm's building materials manager, Bud Rohr—"because we get our full mark-up."

Hyak made about 18 different patterns of wood fencing available to the consumer—either knocked down or in 10-foot sections. Rohr reports that the idea of supplying assembled sections of fencing caught on immediately with people who wanted to install their own. Sensing a trend, Hyak's decided to promote, and with most effective results: 100 percent increases in fencing sales for each of the years, 1959 and 1960. The promotions took the form of radio jingles and announcements, newspaper ads, and pictures of fencing styles on the firm's annual give-away calendar.

Servicing the do-it-yourselfer is also part of the promotion. Short sections of fencing, quarter sections, and odd sizes are made available for corners and unusual requirements. Post hole diggers and cement mixers are rented. The firm's hardware department is willing to sell all the paint needed.

In keeping with their basic inventory, Hyak sells nothing but wooden fences. However, they notice changes in popularity of styles. Rohr forecasts more high fences and more solid fences, brought about by the outdoor-backyard living trend.

"In our area," says Rohr, "the basketweave fence has run its course. It has diminished in popularity largely, I think, because after a few years it needs a lot of maintenance. The most popular item has been a back-to-back fence, one side of which is rough-sur-

facied with a vertical channel, and the other a finished surface with a v-groove." Cooperative fences, he says, are not uncommon—and surprisingly, this is where the back-to-back style seems to have a special appeal. One neighbor will like the smooth fence, the other the rough. If requested, Hyak will invoice each homeowner for one-half the cost.

The fence-building season around Olympia extends roughly from the first of March to the end of August, with June always the best month. In 1960, Hyak's volume during the peak months averaged between \$6,000 and \$7,000 per month, according to Rohr. He anticipates an increase for the 1961 season.



In season, Hyak's promote fence sales every day on the radio. Here Bud Rohr, building materials manager, listens to radio (disguised as a microphone) which provides for monitoring the advertising.

"Wethr-Web" is sold in rolls six inches wide and 400 feet long, in white, turquoise, and green; and for use with chain link in 1½ inch strips.

Right, an outdoor living area utilizing the new fence material, "Wethr-Web," for both fencing and sun-protecting purposes. It was designed by Clayton W. Steen, a New York landscape designer, who has made use of the "Wethr-Web" in a basketweave pattern. The new fence product has the advantage of offering color which can blend or contrast with the other objects and the surroundings in the setting.



## New Fencing Material Introduced

Plastic webbing as a screen fence material (for privacy) is being introduced by Weblite, Inc., 24 Jericho Turnpike, Mineola, N. Y. It is a newly formed company headed by Paul Catalano, a former director of research and development for Martin Fabrics Corp., a textile manufacturer.

The new material is called "Wethr-Web," and is the result of intense design, development, and testing work on the part of three different companies. The Dow Chemical Co. supplies the basic chemicals. The Firestone Tire & Rubber Co. manufactures the extruded yarn. Weblite weaves the product on special machines. According to Catalano, the latter company is developing a team of manufacturers representatives for national distribution. Stocks of the new fence material, he says, will be warehoused at six points throughout the country.

Wethr-Web, a Firestone Saran Q-909 product, a somewhat different formula than the original Saran, is woven six inches wide. Sometimes it is woven with Dow Chemical's "Rovana" in combination with Saran. It is not unlike the plastic webbing materials which have been used successfully since the late forties in the outdoor furniture field. According to Weblite, it has the following characteristics: 1200 pounds of tensile strength per six inch strip; and these claims are made—that it will not rot, crack, rip, or sag; that snow and ice do not affect it and it always remains taut; that it is insect-proof and will not support a flame; that it is maintenance-free and that a washing with a garden hose keeps it looking like new.

The product is sold in rolls of 400 feet, six inches wide. Colors available include white, turquoise, and green, with more under development. One roll of the material will make 57 feet of four-foot-high fencing and weighs only 17 pounds. The specially designed shipping carton implements quick installation.

Chain link stripping of the same material is sold in one-and-one-half inch strips, to be inserted hori-

zontally, pulled taut, and permanently stapled into place. It utilizes a five-foot aluminum strip as a leader, and a special plier for attaching the webbing to itself around the stretch bars.

Construction of Wethr-Web fence is simple, according to Catalano. The only tools required are a pair of scissors, a staple gun, a post hole digger, and a shovel. A basketweave section is constructed on the job, using 2" x 4" or 4" x 4" posts with a 2" x 4" top rail. However, instead of traditional eight-foot sections, Wethr-Web sections can be 80 feet long, or the entire length of each side of the fence. The six-inch-wide webbing is attached only to the end and corner posts. The line posts act as dividers, creating the basketweave effect. Additional dividing slats are inserted after the webbing is attached.

Weblite, Inc., sells only the Wethr-Web. The recommended wood posts (redwood or cedar) are obtained by dealers from their usual suppliers. Catalano says the webbing product "will not be sold to outlets other than recognized fence dealers."

Because of the simplicity of working with the product, other outdoor installations—mulch bins, garbage enclosures, play areas, patio covers, sun screens, room dividers, tea houses—are readily within the scope of the fence dealer's operation.

Catalano points to several other "tempting" aspects of Wethr-Web. (1) Although it can be erected at considerably less cost and in less time than conventional fencing, dealers are urged to offer it at approximately the same price as their other screen fences. Every effort is being made, Catalano emphasizes, to keep dealer profits high. (2) When sunlight or artificial light play upon the Saran webbing fence, an attractive translucence-and-shadow affect is created—making for unusual display possibilities for the dealer, as well as a talking point when selling to customers.

A series of pictures showing how "Wethr-Web" is installed is shown on the opposite page.

## Installing "Wethr-Web" Step-By-Step Process



The framework is erected by using 4" x 4" posts and 2" x 4" top rails. The Wethr-Web is stretched between end posts in spans up to 80 feet—all the stress is taken at this part of the fence. End posts must be securely nailed and toe-nailed.



Each six-inch strip of Wethr-Web is said to have a tensile strength of 1200 pounds. Here webbing has been woven in and out of line posts, eight feet apart, pulled taut around end posts, stapled vertically, double folded, then stapled again.

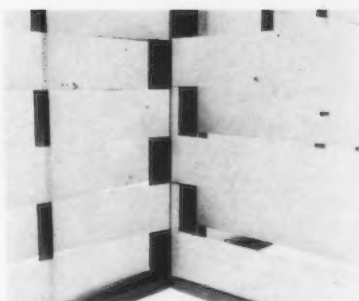


When the entire leg of the fence has been webbed, 1" x 2" slats are inserted between posts, giving a basketweave effect. Slat are driven a few inches into ground, are nailed to top rail; they may be nailed to bottom or toe board if there is one.

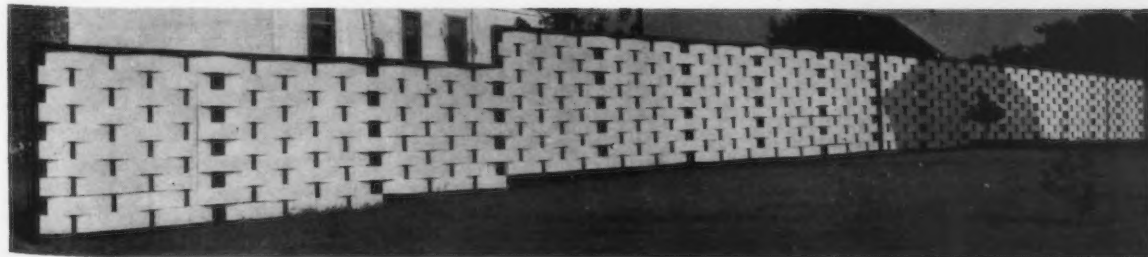
Spans of over eighty feet are divided in half by putting two posts in one hole, with half an inch separation to allow the webbing to be passed through and attached. A major advantage of Wethr-Web is this usage in long strips with need for stapling only at intervals of some distance.



Corner sections are made by putting two posts in same hole, leaving space to pass through the webbing to be attached. When completely webbed, posts are spiked together for firmness.



When stepping the fence, the lower section to the top rail is attached after the webbing has been stapled into place. Steps must be in gradations of six, 12, or 18 inches. It is possible to erect an attractive stylized fence in this manner.



Here is the completed job: 150 feet of five and six-foot high Wethr-Web fencing, assembled without difficulty in two days.



# Legal Aspects of Fencing

## Problems which confront the erector of fences, from the viewpoint of law

By Howard Newcomb Morse

(Author and attorney, contributor to American Peoples Encyclopedia, Chicago Bar Record, Southwestern Law Journal, Loyola Law Review, and others.)



Howard Newcomb Morse

### Abe Lincoln's Fence Case

The following is the only fence case in which Abraham Lincoln ever appeared as counsel. The case was decided by the Supreme Court of Illinois in 1852, eight years before Lincoln was elected President of the United States.

In the case of *The Alton and Sangamon Railroad Company vs. Baugh*, Abraham Lincoln participated as counsel for the railroad company. The company condemned a strip of land 66 feet wide across the farm of George Baugh in Sangamon County, Illinois, to be used as a right-of-way. The company offered Baugh a certain sum as compensation. Baugh refused the offer and brought an action in the Circuit Court against the company to obtain a larger amount as compensation. In this he was successful as a jury returned a verdict for Baugh awarding him the sum of \$480, and the court entered judgment accordingly. The company appealed.

The appeal involved the proposition as to whether or not, after the assessment and payment of damages by the railroad company for the right-of-way across Baugh's land, the company was bound to build fences for Baugh on either side of the road. The Supreme Court of Illinois affirmed the decision of the court below as to the amount of compensation which Baugh was to receive and held that the company was not bound to erect fences for Baugh on either side of the road.

The Supreme Court declared: "We know of no principle of the common law, and there is certainly no statute, which compels one person or corporation to fence the land of another. It was never supposed, when a public highway was laid out, that the owners of lands over which it passed, would have any right to require the authority by which it was constructed, to enclose it by fences; and yet there is no distinction in principle between the obligation to fence a public highway and a railroad."

### Fence Viewers and Partition Fences

Mrs. Eliza Jane Wade, a widow, and her five adult children, were the owners in common of 40 acres of land adjoining land belonging to P. W. Sinnott in Clarke County, Iowa. Mrs. Wade was also the owner of 80 acres which adjoined land of Sinnott for a distance of half a mile. Sinnott in writing requested the township clerk to call out the township trustees to act as fence viewers in an alleged controversy between himself on one hand and Mrs. Wade and her cotenants on the other as to the fences between these tracts.

The township trustees caused notice of the time and place of their meeting to be served on Sinnott and Mrs. Wade and her cotenants. At the time and place designated in the notice, A. F. Wade and A. L. Wade, two of Mrs. Wade's cotenants, appeared with an attorney and objected to the jurisdiction of the trustees to take any action for the reason that previous to their being called out by Sinnott he had made no written request of Mrs. Wade or the other owners of the land for a division or repair of the partition fences.

After the departure of the Wades and the attorney accompanying them, the trustees proceeded to view the lines, and made a written order dividing the fences and requiring Mrs. Wade to erect and maintain her part thereof, and requiring her and her cotenants to erect, maintain, repair, and rebuild their part of the fence. This order was filed with the township clerk.

An Iowa statute provided that: "The respective owners of adjoining lands shall upon written request of either owner be compelled to erect and maintain partition fences, or contribute thereto and keep the same in good repair." Sinnott made no written request of Mrs. Wade or her cotenants to divide the partition fence, or to repair or rebuild it, before calling out the fence viewers.

Mrs. Wade and her cotenants instituted suit in the District Court of Clarke County to review the action of the trustees, alleging that they acted without jurisdiction and illegally because Sinnott had made no written request of them as owners of adjoining land to divide, repair, or maintain the partition fences. The court rendered judgment for Mrs. Wade and her cotenants and set aside and annulled the action of the trustees. The trustees and Sinnott appealed.

The Supreme Court of Iowa upheld the decision of the lower court. The Supreme Court declared: "The plain purpose of the statute is to impose no obligation on one landowner, enforceable by the fence viewers, to build or repair a partition fence until written request of the adjoining owner upon him to do so . . . The landowner is not to be compelled by the fence viewers to do something he is not required by law to do, or subjected to the expense incident to calling them out until the duty to act has been imposed on him by the request of the adjoining owner . . . The written request is an essential prerequisite to the creation of the duty the fence viewers may enforce; it is essential to their jurisdiction to act at all. Without it there is nothing of which they could take jurisdiction."



# What Every Salesman Should Know

## FIRST OF A SERIES

This Month: a salesman should know and believe in his product and service—otherwise he costs the employer money, time, customers.

What prime factor is most basic to selling? Veteran salesmen have a quick answer: *knowing the product and service, and believing in it.*

They will tell you that too many salesmen go out and talk to customers *without* knowing the product well enough. They say this is costly to business—it costs money, time, and often customers as well.

What happens when the salesman doesn't know the product or service well enough? He fumbles for words.



He lets the prospects tell him things he ought to be telling them—this leaves an unfavorable impression. He can't answer questions with speed and accuracy. He doesn't have enough tip-of-the-tongue information available to give the kind of advice and make the helpful suggestions that are so necessary in selling fencing.

What happens when he doesn't believe in the product? He lacks confidence. He can't make a really inspired sales pitch. He is hesitant about giving advice and making suggestions. His entire manner or approach is one of uncertainty—this communicates itself to the prospects.

How does the product-shy salesman cost money? By failing to deliver orders because of his incompetency. By having to be replaced. By taking too long a time to achieve professional stature as a salesman.

How does he cost time? He lacks the initiative to seek out product knowledge on his own. He depends too much on other people to supply him with the information—thus using up their time. He requires that much of the information be repeated—again using up the time of other members of the staff.

How does he cost customers? By leaving bad or negative impressions with customers—the company image is damaged or clouded up. He may make such bad impressions on prospects that it takes years to get them back into the fold.

Is it possible, when interviewing a salesman for a job, to determine in advance whether or not he meets the prime requisite, or be trained to do so quickly?

When an owner or sales manager is hiring a new fence salesman, there are some guide posts which give clues to his ability.

1. How well does he know the products which he has previously sold? Some questioning along this line may be very revealing.

2. Does he talk too much, or too little? Or is his conversation well disciplined and to the point? Politeness, courtesy, respect for the other guy, and command of the language all enter into his verbalizing.

3. Is he orderly in his presentation? Does he have a neatly typed job resume? These would be indications about the way he would make a sales presentation on fencing, and how he would keep his sales records—orderly or scrambled.

4. Does he reflect confidence in himself? Can he give direct and pointed reasons why he thinks he would make a good fence salesman? If he has the proper confidence in himself, it is certainly good evidence that he has the ability to put that confidence into the product he is selling.

5. His "product" is his own sales ability: does he "sell" you on its merits? Consciously or subconsciously he is using sales techniques in his presentation of himself—how effectively and easily does he use them?

Since it is the owner's or sales manager's responsibility to see that the salesman is properly trained, the choice of the "right" man for the job is important. Management's objective should be to pick the right man at the beginning and give him ample training. Management must have confidence in *its own* ability to make distinctions.

That way management avoids the pitfall of being hesitant about putting forth time and effort for fear that it might have to be done all over again if the new man turns out unfavorably.

Once the right salesman has been chosen, there should be no holding back in the thoroughness of his training. He must be encouraged in every way possible to gain complete familiarity with all the types of fencing sold and with all phases of the installation service.



**ALA**—Proj. #CH-34 (DS), plans for construction at University of Alabama. University, est., \$3,000,000. Frank A. Rose, president.—Urban Renewal, 50-acre "East Church St." project, Mobile, est., \$2,000,000. J. D. Leeth, Exec. Dir., Mobile Urban Renewal Agency, P.O. Box 841, Mobile.

**ALASKA**—Proj. #P-3040, plans for improvements to existing water system, Seward, est., \$334,068. Chester A. Kunz, City Mgr.—Urban Renewal, 21-acre "Barnette" project, Fairbanks, est., \$880,000. M. G. Gebhart, Exec. Dir., Alaska State Housing Authority, P.O. Box 179, Anchorage.

**ARIZ.**—Proj. #P-3064, plans for street improvements, Sierra Vista, est., \$226,821. Robert C. Danser, mayor.—Proj. #2-CH-16 (D), plans for construction at Arizona State University, Tempe, est., \$2,500,000. T. T. Crance, comptroller.

**ARK**—Proj. #PFL-168, plans for improvements to existing sanitary system, Judsonia, est., \$83,000. Jimmy Miller, mayor.—Proj. #PFL-158 & 167, plans for construction of sanitary system, Marmaduke, est., \$84,000. Floyd Locke, mayor, pro-tem.—Proj. #PFL-175 and V-3-127, plans for construction of sanitary system, Caraway, est., \$147,000. M. D. Dennis, mayor.—Proj. #CH-41, plans for construction at Arkansas State College, State College, est., \$1,587,000. L. Cameron, vice president-finance.

**COLO**—Proj. #P-3020, plans for improvements to water facilities, Westminster, est., \$2,472,000. Philip F. Roan, City Mgr.—Proj. #P-3023, plans for construction of water facilities, Durango, est., \$575,000. Robert W. Rank, City Mgr.—Proj. #P-3024, plans for construction of storm drainage facilities, Pueblo, est., \$2,682,000. George H. Fellows, City Mgr.—Proj. #P-3018, plans for construction of drainage facilities, Englewood, est., \$2,391,000. L. R. Rudd, city manager.

**CONN**—Proj. #CH-13 (D), plans for construction at Wesleyan University, Middletown, est., \$1,700,000. Howard B. Mathews, Vice Pres.—Proj. #CH-14 (D), plans for construction at Trinity College, Hartford, est., \$752,000. J. Kenneth Robertson, Treas.—Project #P-3033, plans for construction of sanitary facilities, Woodbridge, est., \$370,000. Theodore R. Clark, Chmn., Town of Woodbridge Sewer Authority.—Proj. #P-3032, plans for construction of water facilities, Groton, est., \$483,000. Alfred S. Harding, town manager.

**CALIF**—Proj. #CH-85(D), plans for construction at St. Mary's College of California, St. Mary's College, est., \$355,000. Brother S. Albert, F.S.C.—Urban Renewal, 40-acre "Capitol Mall Extension" project, Sacramento, est. net cost, \$6,335,363. Jerome F. Lipp, Exec. Dir., Redevelopment Agency of the City of Sacramento, 1006 Fourth St.—Award, by Bureau of Reclamation, to El Dorado Fence Co., Inc., Sparks, Nev., \$12,990, for removing existing fencing and cattle guards and furnishing and installing fencing and 24 gates, and constructing 8 cattle guards for Delta-Mendota Canal, Central Valley Project.

**DEL**—Proj. #CH-4(D), plans for construction at the University of Delaware, Newark, est., \$1,200,000. Bruce J. Partridge, business administrator.

**DIST. COL.**—Urban Renewal, 223-acre "Adams-Morgan" project, Washington, est., \$12,227,200. John R. Searles, Jr., Exec. Dir., District of Columbia Redevelopment Land Agency, 919-18th St., N.W., Washington.

**GA**—Urban Renewal, 112-acre "Harvard Avenue Area" project, College Park, est., \$437,000 J. W. Stephenson, Jr., mayor.

## AWARDS PROJECTS PROPOSALS

The information appearing in this issue concerning awards, projects and proposals were selected from hundreds of releases by FI editors as having possible interest for our readers.

Listings do not imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

**IDAHO**—Proj. #P-3022, plans for construction of library building, Pocatello, est., \$233,300. Roy F. Miller, Jr., Chmn., Library Board.—Award, by Idaho Dept. of Highways, to Neilsen & Miller, Twin Falls, for construction including 9,650 lin. ft. wire fence type "1-B," bid cost, \$2,895; 1,630 lin. ft. wire fence type "3-B," bid cost, \$668; 16 10-ft. steel gates type "2," bid cost, \$768; bid cost total job, \$537,581.—To Kimberly Constr. Co., Inc., Kimberly, for highway construction including 325 lin. ft. beam type guard rail, bid cost, \$1,300; 5,900 lin. ft. wire fence type "1-B," bid cost, \$2,065; 1,275 lin. ft. wire fence type "3-B," bid cost, \$573; 10-10 ft. steel gates type "2," bid cost, \$750; bid cost total job, \$476,885.

**ILL**—Proj. #11-CH-80(s), plans for construction at the University of Illinois, Urbana, est., \$5,500,000. H. O. Farber, vice president.

**IND**—Proj. #PFL-91, plans for construction of sanitary system, Napoleon, est., \$46,000. Frank P. Straber, Pres., Bd. of Trustees.

**IOWA**—Low bidder, Cyclone Fence Dept., American Steel & Wire Div., U.S. Steel Corp., bid \$11,611. For fencing building and grounds of the Highway Commission in Ames.—Housing for the elderly project, Eagle Grove, est., \$439,500. Sponsor: Rotary-Ann Home, Inc.

**KANS**—Proj. #P-3026, plans for construction of water system, Paradise, est., \$9,075. A. E. Rodgers, mayor.

**KY**—Proj. #P-3037, plans for construction of facilities, Prestonsburg, est., \$783,000. E. B. Leslie, mayor.—Proj. #P-3039, plans for construction of sanitary facilities, Paintsville, est., \$1,212,000 R. B. Preston, mayor.—Proj. #P-3035, plans for extension of sanitary facilities, Bowling Green, est., \$4,346,000. Robert D. Graham, mayor.

**LA**—Proj. #CH-25 (DS), plans for construction at Loyola University, New Orleans, est., \$3,392,000. Very Rev. Patrick Donnelly, Pres.—Proj. #P-3070, 3071, 3072, plans for construction of sanitary facilities, Jefferson Parish, est., \$15,000,000. Cullen C. Schouest, Chmn., Jefferson Parish Council.—Proj. #CH-30 (D), plans for construction at Northwestern State College of Louisiana, Natchitoches, est., \$600,000. Sylvan W. Nelken, Dean of Administration.

**MAINE**—Proj. #P-3017, plans for construction of sanitary facilities, Old Orchard Beach, est., \$321,700. Percival H. Wardwell, town manager.—Proj. #P-3018, plans for construction of sanitary facilities, Gorham, est., \$700,000. Vincent W. Johnson, Chmn., Board of Selectmen.—Urban Renew-

al, 61-acre "Downtown" project, Bath, est., \$1,740,333. Charles Nelson, Exec. Dir., Bath Urban Renewal Authority.

**MD**—Urban Renewal, 87-acre "Area No. 7" project, Baltimore, est., \$6,890,975; and 149-acre "Harlem Park Project II" project, Baltimore, est., \$5,870,857. Richard L. Steiner, Baltimore Urban Renewal & Housing Agency, 10 N. Calvert St., Baltimore.

**MASS**—Proj. #P-3081, plans for construction of police station, Milford, est., \$104,200. John J. Lynch, Chmn., Police Sta. Bldg. Comm., Milford.—Proj. #P-3086, plans for sanitary system extensions, Taunton, est., \$1,036,000. Bernard F. Cleary, mayor.—Proj. #P-3084, plans for surface water drainage facilities, Winchendon, est., \$142,000. Mark A. Bailey, Chmn., Bd. of public Wks.—Proj. #P-3085, plans for construction of school facilities, Stoughton, est., \$681,672. Joseph H. Gibbons, Supt. of Schools.—Proj. #P-3080, plans for improvements to water works, Beverly, est., \$657,000. Thomas H. Wickers, Jr., mayor.—Proj. #P-3087, plans for construction of sanitary facilities, Lee, est., \$295,000. William F. Tyler, Chmn., Board of Sewer Commissioners.—Proj. #P-3088, plans for additions and alterations to existing library building, Stoughton, est., \$390,000. Mrs. Eleanor H. Leonard, Interim Town Librarian.—Urban Renewal, 173-acre "Central Lawrence" project, Lawrence, est., \$2,194,000. John J. Sirois, Exec. Dir., Lawrence Redevelopment Authority, 559 Essex St.—Urban Renewal, 7,747 acres in 10 different neighborhood areas, Boston, est., \$29,192,253. Edward J. Logue, Development Administrator, Boston Redevelopment Authority, 73 Tremont St.

**MICH**—Proj. #CH-45 (D), plans for construction at Western Michigan University, Kalamazoo, est., \$1,408,000. Paul V. Sangren, Pres.—Proj. #P-3048, plans for construction of sanitary facilities, Norton, est., \$1,706,000. Gustav Ave, Township Supervisor.—Urban Renewal, 127-acre "Elmwood Park" project, Detroit, est., \$6,482,888. Mark H. Herley, Dir.-Secy., Detroit Housing Commission, 2211 Orleans St.—Award, by Michigan State Hwy. Dept., to Durable Fence Co., Warren, for 4,174 miles woven wire fence on U.S. 12 in Wayne County, bid cost, \$5,988.

**MINN**—Proj. #P-3032, plans for construction of storm drainage facilities, Annadale, est., \$300,000. C. W. Magnuson, mayor.—Urban Renewal, housing for the elderly, St. Paul, est., \$540,000. Amherst H. Wilder Foundation.—Award, by Minnesota Highway Dept., to McGowams Clearing & Sodding, Ottertail, for construction of 40,500 lin. ft. woven wire fence, 32" high, with wood posts. Bid cost, \$15,390.

**MISS**—Proj. #22-CH-27 (D), construction at Mississippi Southern College, Hattiesburg, est., \$550,000. William D. McCain, Pres.—Proj. #P-3026, plans for construction of sanitary system, Long Beach, est., \$1,159,000. R. L. Reed, Jr., mayor.—Proj. #P-3025, plans for construction of sanitary facilities, Jackson, est., \$10,000,000. Allen C. Thompson, mayor.—Proj. #PFL-191, plans for construction of municipal water system, State Line, est., \$87,000. S. C. Kennedy, Sr.—Proj. #P-3027, plans for construction of sanitary facilities, Purvis, est., \$220,900. Miller Myatt, mayor.

**MO**—Proj. #P-3016, plans for construction of water works system, Pilot Knob, est., \$81,610. William Siebert, mayor.—Award, by Missouri State Highway Commission, to Millstone Construction, Inc., St. Louis, for 4 mi. guard rail, bid cost, \$86,480.—Proj. #23-CH-47(S), plans for construction at the University of Missouri, Columbia, est., \$2,475,000 Dale O. Bowling, Bus. Mgr.

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## AWARDS—from Page 16

**MONT**—Proj. #P-3142, plans for construction of high school, Havre, est., \$1,932,375. H. B. Ensrud, Supt. of Schools.

**NEB**—Proj. #CH-25(H), plans for construction at Bishop Clarkson Memorial Hospital, Omaha, est., \$1,500,000. Hal G. Perrin, administrator.

**N. H.**—Proj. #P-3030, plans for construction of sanitary facilities, Colebrook, est., \$260,000. Beaton Marsh, First Selectman.—Award, by Dept. of Public Works & Highways, to Suburban Excavators, Inc., Wakefield, Mass., for highway construction including 15,100 lin. ft. guard rail, bid cost, \$29,824; 130 post markers, bid cost, \$910; 8,000 lin. ft. stock wire line fence, bid cost, \$4,000; 600 lin. ft. stock wire fence brace panels, bid cost, \$660; 4 stock wire fence gates, bid cost, \$160.—To R. G. Watkins & Son, Inc., Amesbury, Mass., for highway construction including 1,000 lin. ft. stock wire line fence, bid cost, \$550; 120 lin. ft. stock wire fence brace panels, bid cost, \$150; 2 stock wire fence gates, bid cost, \$84.—Proj. #P-3029, plans for construction of storm drainage facilities, Keene, est., \$500,000. Charles A. Coolidge, mayor.—Award, by Dept. Public Works & Highways, to A. E. Williams Const. Co., Inc., Hartford, for highway construction including 4,500 lin. ft. stock wire fence, bid cost, \$2,115; 10 stock wire fence gates, bid cost, \$380.—To Perini Corp., Framingham, for highway construction including 2,000 lin. ft. stock wire line fence, bid cost, \$900; 100 lin. ft. stock wire fence brace panels, bid cost, \$100; 4 stock wire fence gates, bid cost, \$160.—To Harry Biathrow & Wilfred Hastings, Enfield, for highway construction including 1,400 lin. ft. stock wire line fence, bid cost, \$770; 75 lin. ft. stock wire fence brace panels, bid cost, \$75; 1 stock wire fence gate, bid cost, \$55.

**N. J.**—Proj. #P-3104, plans for construction of incinerator, Township of Union, est., \$1,200,000. F. Edward Biertuempfel, mayor.—Proj. #P-3103, plans for construction of sanitary system, Bernards Township, est., \$1,500,000. H. S. Heimbach, Chairman of Authority, 15 W. Oak St., Basking Ridge.—Proj. #P-3106, plans for construction of sanitary system, Township of Parsippany-Troy Hills, est., \$3,100,000. Anthony J. Mara, Township Mgr.—Proj. #P-3109, plans for construction of storm drainage system, New Providence, est., \$1,000,000. Charles W. Beagle, Borough Engineer.—Proj. #28-CH-7 (DS), plans for construction at Rutgers University, New Brunswick, est., \$6,560,000. Kenneth R. Erfft, Vice Pres.—Proj. #P-3105, plans for construction of sanitary system, Paramus, est., \$3,020,000. Fred C. Galada, mayor.—Proj. #P-3108, plans for construction of water and sanitary facilities, Middlesex County, est., \$2,585,000. A. Theodore Barth, South Brunswick Municipal Utilities Authority, Middlesex County.

**N. MEX.**—Proj. #CH-17 (D), plans for construction at New Mexico Highlands University, Las Vegas, est., \$340,000. James E. Connor, comptroller.

**N. Y.**—Proj. #P-3080, plans for construction of sanitary facilities, Erie County, est., \$2,850,000. Charles C. Spencer, Chmn., Bd. Supervisors, 771-Forty-fifth Church St., Buffalo.—Urban Renewal, 10-acre "South Exchange Street" project, Geneva, est., \$825,000. Harold M. Simpson, mayor.—Urban Renewal, 152-acre "Huntington Station" project, Huntington, est., \$1,166,000. Quentin B. Sammis, Exec. Dir., Office of Urban Renewal, 355 New York Ave.—Urban Renewal, 100-acre "Downtown" proj-

ect, Ithaca, est., \$2,901,000. James A. Miller, Acting Dir. of Planning, 330 E. State St.—Housing for the elderly, New York City, est., \$505,000. Sponsor: Hudson Guild, Inc.

**N. C.**—Proj. #CH-37 (D), plans for construction at North Carolina State College of Agriculture & Engineering, Raleigh, est., \$1,800,000. J. G. Varn, Bus. Mgr.—Proj. #PFL-198, plans for construction of water and sanitary facilities, White Lake, est., \$400,000. J. J. Womble, mayor.—Proj. #31-CH-34(D), plans for construction at Consolidated Presbyterian College, Laurinburg, est., \$2,680,000. Dr. Louis C. LaMotte, vice president.—Urban Renewal, 125-acre "Hayti-Elizabeth Street Project No. 1," Durham, est., \$1,000,000. Paul W. Brooks, Exec. Dir., Redevelopment Comm. of the City of Durham, City Hall.

**OHIO**—Proj. #CH-100 (D), plans for construction at Otterbein College, Westerville, est., \$500,000. Sanders A. Frye, Bus. Mgr.—Urban Renewal, 75-acre "Erievue No. 1" project, Cleveland, est., \$10,680,000. James M. Lister, Dir., Dept. Urban Renewal & Housing, City Hall.—Urban Renewal, 65-acre "River Bend" project, Youngstown, est., \$1,320,000. George Carvelas, Redevelopment Dir., Urban Redevelopment Agency, City Hall.

**OKLA**—Urban Renewal, 45-acre "Seminole Hills" project, Tulsa, est., \$566,240. Glenn R. Turner, Planning Dir., Tulsa Metropolitan Area Planning Commission, 406 S. Denver.—Housing for Elderly, on 13th St., Cordell, est., \$400,000. Principal sponsoring organization, Cordell Church of Christ.

**ORE**—Proj. #P-3063, plans for construction of juvenile court facilities, Salem, est., \$400,000. Hon. Joseph B. Felton, Judge of the Juvenile Court, Marion County Court House, Salem.—Proj. #P-3062, plans for construction at Portland State College, Portland, est., \$1,760,000. H. A. Brook, comptroller.

**PA**—Proj. #P-3236, plans for construction of elementary school, Benner Township, est., \$491,390. John R. Miller, Bellefonte.—Proj. #P-3254, plans for construction of municipal building, Township of Bristol, est., \$450,000. Richard J. Bowen, Township Mgr., 85 Holly Dr., Levittown.—Proj. #P-3249, plans for extension of South Broad St. subway, Philadelphia, est., \$16,651,975. William T. Gennetti, Commissioner of Public Property, 1302 City Hall Annex.—Proj. #P-3237, plans for construction of junior high school, Bellefonte, est., \$2,258,200. John R. Miller.—Urban Renewal, 73-acre "Central City" project, Washington, est., \$1,378,400. Keery McAmbley, Exec. Dir., Redevelopment Authority of the County of Washington, 78 W. Beau St., Washington.—Urban Renewal, 20-acre "Fourth Street" project, Allentown, est. net cost, \$3,093,660. Roderic P. Terry, Exec. Dir., Allentown Redevelopment Authority, 546 Hamilton St.

**S. C.**—Proj. #P-3015 and 3015, plans for construction of sanitary and water facilities, Travelers Rest, est., \$351,671. George Coleman, mayor.—Proj. #CH-25 (S), plans for construction at Columbia College, Columbia, est., \$200,000. R. Wright Spears, Pres.

**TENN**—Proj. #PFL-193, plans for construction of water system, St. Joseph, est., \$155,000. O. B. Robertson, mayor.—Proj. #CH-38 (D), plans for construction at Vanderbilt University, Nashville, est., \$3,000,000. Edwin S. Gardner, Treas.

**UTAH**—Proj. #CH-15(D), plans for construction at Utah State University of Agriculture and Applied Sciences, Logan, est., \$690,000. Dee A. Broadbent, Bus. Mgr.

**TEX**—Project. Nos. P-3083 to 3093 incl., plans for public works, El Paso County, as follows: civic auditorium, est., \$5,500,000; chronic-care unit for city-county hospital, est., \$1,200,000; highway construction, est., \$500,000; county stadium, est., \$1,500,000; recreational facilities in Ascarate Park, est., \$880,000; golf course, est., \$100,000; construction of swine barn, est., \$100,000; air conditioning facilities for the County Coliseum, est., \$250,000; horse barn, est., \$180,800; improvements to the city-county building, est., \$100,000. Woodrow W. Bean, County Judge, El Paso.—Proj. #CH-110 (D), plans for construction at Texas Woman's University, Denton, est., \$1,000,000. John A. Quinn, Pres.—Proj. #P-3094, plans for improvements to existing water system, Commerce, est., \$253,513. R. A. Rix, mayor.

**VT**—Proj. #P-3055, plans for construction of sanitary facilities, St. Johnsbury, est., \$1,472,890. David T. Clark, Village Mgr.—Proj. #P-3056, plans for construction of sanitary facilities, Middlebury, est., \$849,650. Richard W. Emerick, municipal manager.—Proj. #P-3057, plans for construction of sanitary facilities, Island Pond, est., \$160,000. Charles F. Maw, Chmn., Bd. of Selectmen.—Urban Renewal, 25-acre "Champlain Street" project, Burlington, est., \$1,409,838. Allan Bruce, Exec. Dir., Burlington Planning Commission, 182 Main St.

**VA**—Urban Renewal, 20-acre "Downtown East" project, Norfolk, est., \$1,588,674. Lawrence M. Cox, Exec. Dir., Norfolk Redevelopment & Housing Authority, P. O. Box 968.

**WASH**—Proj. #P-3111 and 3113, plans for construction at University of Washington, Seattle, est., \$900,000. Dr. Charles E. Odegaard, Pres.—Proj. #P-3112, same as previous, est., \$3,154,500. Nelson A. Wahlstrom, comptroller.—Proj. #P-3109 and 3110, plans for construction at Washington State University, Pullman, est., \$3,000,000. Dr. C. Clement French, Pres.—Proj. #P-3114, plans for construction of sanitary system, Federal Way, est., \$1,700,000. V. J. Titera, Chmn. Bd. of Commissioners, Rt. 2, Bx. 760, Tacoma.—Urban Renewal, 189-acre "Downtown Tacoma" project, Tacoma, est., \$6,021,300. Robert C. Jacobson, Urban Renewal Coordinator, County-City Bldg.

**W. VA.**—Proj. #PFL-II-46-15, plans for construction of sanitary facilities, near Princeton, est., \$80,000. John H. Whittaker, Chmn. Oakvale Road Public Service Dist., P.O. Box 347, Route 3, Princeton.—Proj. #PFL-27, plans for construction of municipal water system, Gilbert, est., \$193,000. James H. Harless, mayor.

## LATE ARRIVALS

**CALIF**—Awarded, by Division of Highways, to Cyclone Fence Department, American Steel & Wire Div., United States Steel Corp., Oakland, for construction of bridge rail fence, in and near San Leandro at Route 226/69. Bid cost, \$7,301.

**MONT**—Invitations for bids, U. S. Dept. of Interior, Bureau of Reclamation, H. T. Nelson, Regional Dir., P.O. Box 937, Boise, Idaho; for chain link fencing and constructing a curb at the Vista House, Hungry Horse Project, near Hungry Horse.

**NEB**—Award, by U. S. Dept. of the Interior, Bureau of Reclamation, Denver, Colo., to Bushman Construction Co., St. Joseph, Mo., for removing and disposing of 7.3 miles of fencing and constructing 17.4 miles of barbed wire fencing for Harry Strunk Lake, Swanson Lake, and Enders Reservoir areas, Missouri River Basin Project. Bid cost, \$14,502.



# INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM

● TO THE News Notices  
Editor . . . for publication.



Above, the Negotiating Committee for the Associated Fence Contractors of California. Standing, left to right: Merwyn Johnson; John Saylor, who is also the new president of the association; John A. Bellsmith, chairman of the committee, who is also the immediate past president and a member of the Board of Governors of the association; George Abrahamson, who is also the new secretary-treasurer of the association. Seated, left to right: Sam Vacaro, who is also the new vice president of the association as well as being a member of the Board of Governors; and Clyde Hoag, who is also a member of the Board of Governors.

## California Fence Contractors Hold First Convention

A California association of fence contractors, the Associated Fence Contractors of California, Inc., 735 Industrial Way, San Carlos, Calif., is working actively to better conditions in the industry. The association's recent first convention, held at the El Dorado Hotel in Sacramento, Calif., highlighted these efforts. Among the plans and resolutions for the betterment of the California fence contracting industry were the following:

The assembled contractors considered that special priority should be given to a workable union labor contract—one that contractors could "live" with under present competitive stresses.

The contractors moved to petition the California telephone companies to institute a separate classification—"Contractors-Fencing"—in the classified phone book. Licensed fence contractors would be listed under this heading. This would also give the association an opportunity to arrange for a sub-listing, as association members, under the heading "Contractors-Fencing" in the classified pages of each local directory.

The convention delegates decided that city and county building inspection offices should be prevailed upon, when granting a permit for fence construction, to determine

whether or not the applicant possesses a fence contractor's license. California laws require a state license for all those who contract for work on construction projects.

Pursuing the idea that a more workable union contract is desirable, the delegates gave extended consideration to the difficult problem of creating a source for qualified fence workers.

The association points out that there is a great and unwarranted turnover of fence workers in the State of California, primarily due to the fact that no special recognition is given this class of worker anywhere in unionism. He is unregistered and unrecognized as a fence builder. When needed for fence building, he is generally unlocatable. In order to function properly, the association further points out, the fencing industry must constantly train brand new men. These employees must undergo a thorough and expensive tour of training before they become of value as fence installers. Since this routine is repeated year after year, it spells an economic loss which the California fencing industry hopes eventually to forestall.

A union agreement now under negotiation will give recognition to the journeyman fence worker, and will

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## Aluminum Fences, Inc. Announces New Sales Marketing Strategy

The Aluminum Fences, Inc., 1101 W. Cross St., Baltimore 30, Md., has named Basil Wagner, Jr. as its vice president and general manager. In formally accepting the position, Wagner announced a new selling plan to strengthen the firm's pattern of distribution.

Instead of selling direct to dealers, as in the past six years, the company will establish two levels of distribution in many sections of the country: (1) Distributorships—these will be reputable companies with substantial financial standing, warehouse facilities, sales personnel, and fence installation crews. (2) In turn, these distributors will supplement their retail sales efforts with their own dealers, who will act as selling agents to the consumer—selling completely installed fencing without doing the actual installation work themselves.

This plan, according to Wagner, has several marketing advantages. "Our distributors will have the sole responsibility for installing fence, assuring consumers of competent installation work. Also, this plan enables small, aggressive dealers to profitably sell our white picket fences of aluminum, even if they lack the capital to warehouse quantities of fencing or to maintain installation crews." Company-sponsored promotion includes company placed consumer advertising, sales literature and selling aids, including color stereo slides (with viewers) of completed jobs, and cooperative advertising.

## News Briefs

HOOSIER FENCE CO., INC., 1701 E. 38th St., Indianapolis 18, Ind., recently named N. E. Boyer, founder of the company, as chairman of the board; and his son, Victor L. Boyer, as president. Another son, Jay W. Boyer, is vice president and sales manager.

INVOLUNTARY BANKRUPTCY proceedings were filed against Cunningham, Nielson & Molloy, fence erectors in Croton, N. Y., by the McClellan Agency, Inc., on a judgment claim of \$5,719.

LOUIS LUYET, who formerly operated the Great Lakes Fence Co. in Detroit, died last month in Lakeland, Fla., where he had retired. He was 84.

MASTER FENCE FITTINGS, INC., and Master Pipe Co., both of 561 S. Walnut St., La Habra, Calif., recently announced the appointment of Robert W. Bowles as general manager.

## California Fence Group Meets

Fence Contractors Association, P. O. Box 5180, Metropolitan Sta., Los Angeles 55, Calif., held its first monthly meeting of the year early last month. Ken Frobenius of the membership committee made a plea for new members so that "a strong organization with common interests" might remedy the common problems of the industry. "We can," he said, "collectively encourage cities to unify codes, enforce these codes, close up loopholes in city licenses to eliminate bootlegged jobs by unlicensed persons."

## Trade Show Schedules Announced

National Retail Lumber Dealers Association, 302 Ring Bldg., Washington 6, D. C., has announced the following tentative schedule for its annual Building Materials Exposition: 1961: Chicago, Ill., Nov. 4-7; 1962: Miami Beach, Fla., Nov. 28-Dec. 2; 1963: Chicago, Ill., Nov. 2-5; 1964: Dallas, Tex., Nov. 15-18; 1965: Chicago, Ill., Oct. 30-Nov. 2.

Western Building Industries Exposition, 2216 S. Hill St., Los Angeles 7, Calif., will hold its first annual trade show Oct. 7-10, 1961, in Los Angeles. It is sponsored by the Association of the Western Building Industries Council.

American Road Builders' Association, World Center Bldg., Washington 6, D. C., will hold its 59th annual convention Mar. 5-8, 1961, at the Chalfonte-Haddon Hall, Atlantic City, N. J. The future of the federal aid highway program will be the theme of the meeting. A panel of Congressional leaders will participate in the final session.

## 590 Mile Park Fence Going Up

Kruger National Park, the most famous of South Africa's wild game reserves, is being surrounded by a 590-mile fence in the process of installation by South Africa's Agricultural Technical Services. The six-foot high fence will take three teams of fence-erectors the next two years—installing the 5,500 miles of wire and the 1,108 miles of cables. The fence will protect game against poachers and the spread of agricultural diseases. The park is approximately the size of New Jersey.

## Depreciation Survey Issued

The U. S. Treasury Department last month issued a preliminary report on the results of its depreciation survey, conducted in cooperation with the Small Business Administration. When businessmen were queried about the major causes of the inadequacy of depreciation allowances, more than 60 percent named the excessively long useful lives for tax purposes; about 70 percent considered the change in price levels to be a major cause of inadequacy. A very large percentage—85 to 89 percent—of the businesses indicated they preferred alternative methods of depreciation liberalization to current methods.

# News Items . . . Timely and Informative

## News Briefs

**SUPERIOR FENCE**, 1032 S. Scottsdale, Scottsdale, Ariz., is now under the management of Eugene Chovinar.

**AMERICAN BRIDGE DIVISION**, United States Steel Corp., 525 William Penn Pl., Pittsburgh 30, Pa., recently announced that it will fabricate steel swimming pools and related components, at its Harrisburg, Pa., plant, for Coraloc Industries, Inc., New York City. The patented pool kits are made of prefabricated steel panels and concrete—the latter to be mixed and poured at the pool site.

**BUREAU OF PUBLIC ROADS**, Atlanta, Ga., is now located at 900 Peachtree St., Atlanta 9. A recent fire practically destroyed the building in which it had been located, at 125 Ivy St., N. E.

**CYCLONE FENCE DEPARTMENT**, American Steel & Wire Division, United States Steel Corp., was awarded several plaques in recognition of safety records, by the National Safety Council. Plaques were won by Cyclone's Waukegan and De Kalb plants, and by the warehouse and fence erection plants at Waukegan and Fort Worth.

**GALE ROEDER**, Roeder Fence Co., has recently moved to new quarters at Route #1, Box 49, Elida Branch, Lima, Ohio, from Route #3, Lima.

**BONDED IRON WORKS, INC.**, is now located at 90-19 Liberty Ave., Ozone Park, N. Y.

**THE FENCE POST**, pole, and piling market is strong in the state of Florida, and is expected to continue at about its present level throughout 1961. This is the opinion of T. G. Herndon, farm forester with the Florida Agricultural Extension Service. However, a slowdown in residential construction in Florida during 1960 has caused a decided slump in the lumber market.

**NORTHERN FIBERGLASS, INC.**, 102 W. Fairfield Ave., St. Paul 7, Minn., is marketing a flexible fiberglass picket fence, for use around trees, shrubs, gardens, or sidewalks.

**FRANKFORT WELDING & MACHINE CO.**, 1712 Pratt St., Philadelphia, Pa., this month is opening a new 2,000-square foot retail showroom at 33 Tomlinson Rd., Huntington Valley, Pa.

**THREE STAR ALUMINUM, INC.**, a new firm in Toronto, Ont., Canada, is producing a picket fence made of .025" and .032" "Alcan" white painted sheet aluminum.

**DUNDALK MARINE TERMINAL**, operated by the Maryland Port Authority, Pier 2, Pratt St., Baltimore 2, Md., has been undergoing major renovations, which include the fencing of a 17-acre area to be used for an import automobile center.

## New Businesses Are Established

**Home Completion Contractors**, 10,000 shares, no par, Ventura County, Calif. Fence, driveway, patio, and landscaping contractors. Directors: Herbert Pearson, Peter Morse, Los Angeles; W. L. Freelove, Santa Monica.

**Thunderbird Block Fence Co.**, 223 West Indian School Rd., Phoenix, Ariz., has been opened by George J. Jonovich.

**Deter Enterprises, Inc.**, Denver, Colo., has filed articles of incorporation listing \$49,900 authorized capitalization, to generally deal in fences, hinges, locks, gates, doors, parts and supplies of all kinds and descriptions. Directors: Harold Albert Deter, Jr., 4631 Josephine St.; Esther C. Deter, Maggie Conner.

## Plastic Panel Use Increases

Among the numerous users of reinforced plastic in panel form is the fence industry. It is interesting to note that the plastic panel output in 1960 approximated 105 million square feet. The plastic panel industry is expected to have a capacity of 250 to 300 million square feet by 1962, according to David S. Perry, president of Filon Plastics Corp., 333 N. Van Ness Ave., Hawthorne, Calif. He says that Filon has enough capacity to meet the anticipated demand up to 1963.

## Association—Continued

provide the contractor with a means of readily locating and preserving this class of employee. The employers will then be able to give consistent and steadier employment to trained fence workers.

The retiring vice president of the organization, Clyde Hoag, calling attention to the fact that fencing has become a highly specialized industry, said: "The fence contractor can maintain his competitive position only if he has a pool of experienced fence workmen from which he can draw his employees."

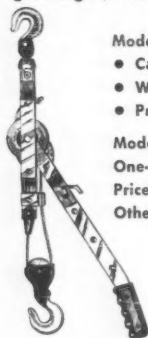


John Saylor, left, newly elected president of Associated Fence Contractors of California, receives last minute tips from immediate past president, John A. Bellsmith.



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## PREDICTIONS: 1961—from Page 10

What the fence industry itself  
says about '61 business outlook

### NORTH CAROLINA

"1961 should be good for quality-minded dealers. Cut-rate organizations are a menace to the industry—and themselves in the long run. Emphasis and support should be directed to those stabilizing the market."

Anonymous.

Winston-Salem.

"We look for this year to be as good as 1960—at a smaller margin of profit. We do not look for more than a 10 percent increase, and we do expect business to be more competitive, not only from the standpoint of actual competition, but through other intense campaigns (by other products) for the consumer dollar."

T. S. Malloy, owner  
Atlas Fence & Window Co. Greensboro.

### OHIO

"The fence business does not appear to have a very healthy look for 1961. We hope we are wrong."

Paul Bartsch, manager  
The Paul Peterson Co. Columbus.

"We think 1961 will be as stable as 1960, with competitive conditions very rugged. Established firms will get along all right, but weak ones could be in trouble."

Fred J. Arheit, president  
Toledo Fence & Supply Co. Toledo.

"We anticipate an extremely good year in 1961. Already we have quite a lot of contracts lined up. Aluminum chain link is gradually taking over in federal, state, and power company work."

Charles S. Bebout, superintendent  
Newark Fence Co. Newark.

"We expect a 20 percent increase in chain link fencing for 1961."

Clayton C. Pepple, store manager  
The Siferd-Hossellman Co. Lima.

"This year will be better for most dealers due to an upswing in the national economy—although admittedly spotty in depressed areas. In our locale, we have had an eight-month recession, but hopeful signs now of a recovery. Consumers are buying 'closer to the vest.' The dealer who offers quality material and workmanship, at a fair and just price, will come out on top in all but the most economically depressed areas."

Ed Sloan, owner  
Logan Fence Co. Bellefontaine.

### OKLAHOMA

"Our hopes are good for 1961—if not an increase in sales at least an increase in net profit."

James K. Wampler, owner  
Wampler's. Oklahoma City.

"We look for as good a year in '61 as we have had in '59 and '60, and the possibility of a better year. Why? Because of a new vigorous national administration, and the new families resulting from children born in the war years and only now marrying and starting families."

Dick O. Cook, president  
Cook's Fence & Awning Co. Oklahoma City.

## PENNSYLVANIA

"It is now a certainty that plastic coated fencing will become an integral part of all progressive fence dealers' inventories. Our forecast is for increased business in 1961."

John E. Martin, president  
Color-Lock, Inc. Bala Cynwyd.

"We have every confidence that for us 1961 will be even better than 1960, which was 15 percent better than 1959. Our business has grown steadily, though not spectacularly, and as we become more established we find that we are doing business more and more with repeat customers."

William J. Murray, general manager  
Murray Fence Co. Pittsburgh.

"1961 should be better than ever for us, and we expect to do much more business."

R. F. Balmer, owner  
Balmer's Iron Craftsmen. Philadelphia.

"The business outlook is very good—we are opening a 2,000 square foot showroom this month."

Thomas J. Geiger, president  
Frankford Welding & Machine Co. Philadelphia.

"We have some \$100,000 worth of work on our books to start off 1961, and it looks like a very good year. Our business is about one-third fencing, one-third tennis courts, one third manufacture of tennis equipment. We have a diversified line which enables us to keep busy during the winter months."

Harold E. Lane, president  
M. R. Lane & Sons, Inc. Ardmore.

"Inquiries throughout the winter have been equal to past seasons, which reflects upon the future that we should look forward to equal or better business."

Horace Gunster  
Harris Hardware & Supply Co. Kingston.

"More business in 1961 due to change in the nation's economy during the second half of 1961, and expanded efforts to make more sales."

F. J. Stress, partner  
Stress Bros. Chester.

### SOUTH CAROLINA

"We expect to double our business in 1961—we want \$100,000 gross this year."

K. J. Gillon, Jr., president  
ABC Awning & Venetian Blind Co. Charleston.

"We look forward to much improved demand beginning in the spring."

Robert L. Dieter, manager  
Charleston Awning & Metal. Charleston Heights.

### TEXAS

"Prospects for 1961 look good to us—of course as anyone in the fence business can tell you, it is very difficult to foresee what is going to be accomplished in the next 12 months. We do plan some expansion if the proper sales help becomes available—and experienced labor is also a problem in this area."

Jerry D. Trice, manager  
Western Fence Co. Amarillo.

**MORE—Page 21**

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## PREDICTIONS: 1961—from Page 20

What the fence industry itself says about '61 business outlook

### TEXAS—continued

"Outlook for 1961 is good. There should be a large volume in residential steel and wood, as the anticipated building starts are high. Commercial and industrial is expected to exceed 1960. Increased sales force and added lines should account for additional volume in '61. Prices are lower, competition is keener, profits are smaller. Selling price of chain link expected to be around 65 cents per foot in 1961. We hope here in Dallas that some action can be taken to stabilize this constantly decreasing price schedule. Wood is expected to average about \$2.45 per foot on six-foot high structures. This as opposed to a \$3 per foot average three years ago. Solution: Buy cheaper (in volume); work harder; increase sales volume; cut all unnecessary expenses; expect a smaller profit margin."

Jim Binford, owner  
Ferguson Fence Co.

Dallas.

"Everyone here in Midland is pretty optimistic, and we can't figure out if it is hope or they really feel that things will be good. The first six months of '60 were the only good ones we had, and then our business fell off more than 75 percent. It looks as though it has to get better before it can get worse. We feel that business will be fair but not rushing, that our volume will be quite a bit less than last year."

Jim Worley, owner  
Western Fence Co.

Midland.

"We look for a larger volume of business with very little more profit. Competition will be greater, and prices are being cut more. We intend to use a heavier and better grade of material and stress quality."

Alton J. Barrett, vice president  
Carson Fence & Wire Co.

Longview.

### VIRGINIA

"Business looks very good for 1961, and will be helped if tight money is loosened and home interest rates are lowered."

J. V. Narron, owner  
Narron Fence Co.

Richmond.

"We expect to double sales volume in 1961."

R. S. Robinson, owner  
Aluminum Specialties Co.

Norfolk.

"Things look good for 1961."  
Donald R. Rosenbaum, treasurer  
Rosenbaum Hardware Co.

Newport News.

### WISCONSIN

"We look for 1961 to approximate 1959 in sales or about 15 percent above 1960. A reasonable improvement in volume of sales will help us to hold the line on prices. An excellent inventory situation will assure our dealers the best in service."

A. W. Millard, secretary  
The Mac Gillis & Gibbs Co.

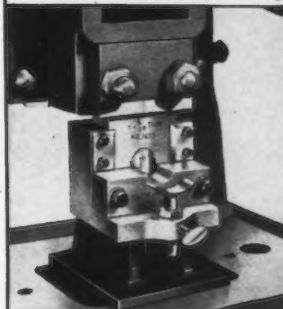
Milwaukee.

"Outlook for 1961—very good."  
Harold G. Barth, secretary-treasurer  
Wisconsin Fence Corp.

Milwaukee.

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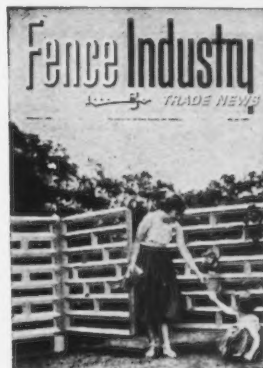
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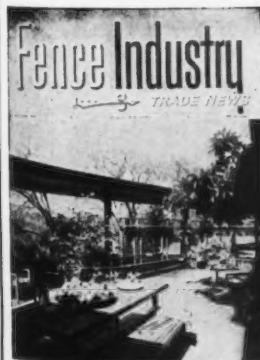


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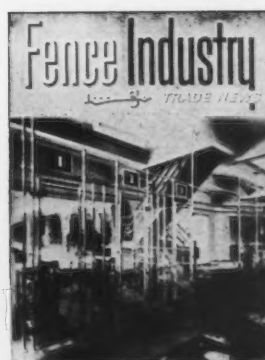
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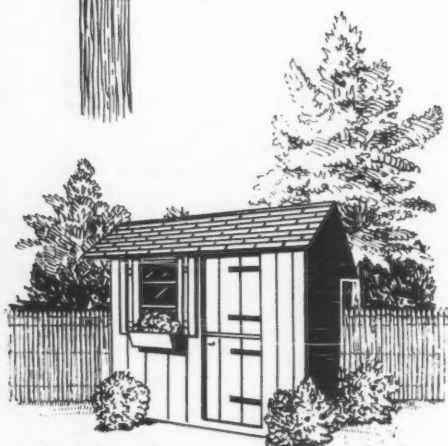
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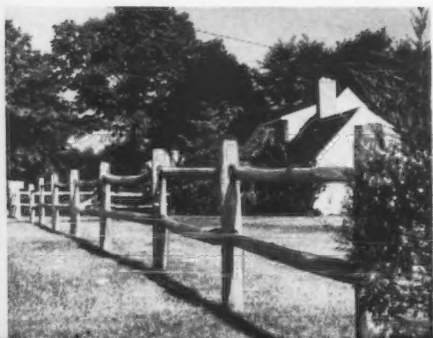
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